



What is TheVogueCity.com?

TheVogueCity.com is a life style brand that targets the bargain savvy woman in her pursuit of ever-changing fashion. Its readers are smart, with a great sense of humor and great concern for value and style.

With one eye on fashion and the other one on the economy, The Vogue City encourages women to learn about style, trends, quality and value before they go shopping.

With its sharp writing and educational content TheVogueCity aims to become an indispensable manual for consumers who are currently reevaluating what constitutes value in fashion.

The gap between consumers looking for value and brands building equity is successfully filled through a comprehensive approach that includes not only style advice on a budget and the most comprehensive sample and retail sale listings available, but also affordable fashion events.

The Vogue City Editorial Calendar

MONTHLY SPECIAL EDITIONS

January: Relationships
February: Fall Fashion Show
March: Eco-friendly
April: Beauty
May: Mother's Day Gift Guide
June: Bridal
July: Resort/Cruise Collections
August: Travel
September: Spring Fashion Shows
October: Health & Wellness
November: Home & Decor
December: Holiday Gift Guide

DAILY EDITORIALS

Monday: Beauty
Tuesday: Apparel
Wednesday: Weekly Shop Report
Thursday: Restaurants/Spas
Friday: Décor/Doggie
Saturday & Sunday: Only in New York

TheVogueCity.com Banners: Leaderboard(468x60) Skyscraper(160x600)

Benefit:

- Reaches target audience directly
- Increases traffic to site
- Promotes brand awareness

The screenshot shows the homepage of TheVogueCity.com. At the top, there is a navigation bar with categories like 'FRONT PAGE', '2009 trends APPAREL on a budget', 'SHOES and HANDBAGS trends to try', 'JEWELRY 2009 trends worth buying', 'Must-have BEAUTY bargains', 'DÉCOR with style for less', 'RELATIONSHIPS A New York dilemma', 'Best deals on NYC SPA treatments', and 'The Best Barg for your RESTAURANT bucks'. A central banner for 'DRINK 1. GIVE 10' is highlighted with a green border and an arrow pointing to it, with the text 'LEADERBOARD 468x60'. To the right, there is a 'SKYSRAPER 160x600' banner for 'CARPE DIEM' featuring two bottles of juice. Below the main banner, there are sections for 'Boy's Department' and 'BARGAIN GUIDES'.

This screenshot shows a different view of the homepage, focusing on the 'Apparel' section. The 'DRINK 1. GIVE 10' banner is still present but smaller. The 'SKYSRAPER 160x600' banner for 'CARPE DIEM' is more prominent, showing two bottles of juice. The page layout includes a sidebar with 'MISSION STATEMENT', 'OUR PEOPLE', 'MEDIA KIT', and 'RATE SALES/ READ REVIEWS'. The main content area features several articles with images and titles, such as 'Hello to 'n's!', 'All Important Season', and 'Dustin Cut Offs'.

TheVogueCity.com Collage

Benefit:

- Increases sales of discounted items
- Increases traffic to the site
- Features discounted items to promote current trends
- Adds appeal to discounted items

Sheer Entertainment

16 July 2009

"Designers embraced transparent accounting. Subtle reveal/conceal details added a frisson to cocktail dressing at Calvin Klein Collection and Oscar de la Renta, while Alexander McQueen designed a dress with an overlay as fine as that of an insect wing."

NORDSTROM
~~\$129.95~~
\$86.95

**URBAN
OUTFITTERS**
~~\$18.00~~
\$14.99

**NEIMAN
MARCUS**
~~\$330.00~~
\$132.00

OSCAR DE LA RENTA RESORT 2010

DRESS from [NEIMAN MARCUS](#)
Phoebe Couture Sheer Lace Tiered Dress
WAS \$330 NOW \$132

SHOES from [NORDSTROM](#)
Kelsi Dagger 'Justina' Boot
WAS \$129.95 NOW \$86.95

HEADBAND from [URBAN OUTFITTERS](#)
Distressed Leather Headwraps
WAS \$18 NOW \$14.99

TheVogueCity.com Sponsored Links

Benefit:

Gains visibility by being posted in proximity to the directory of most popular places within appropriate category
 creates web presence with a mini web-site with images, hours, location, etc

The screenshot shows the homepage of TheVogueCity.com. At the top, there is a navigation menu with categories like APPAREL, SHOES and HANDBAGS, JEWELRY, etc. The main content area features a section titled "Specialty stores and boutiques" under the "Apparel" category. This section lists several boutique recommendations, each with a "Great For" description and a link. Two links, "Great For Unique High End Fashion: Mick Margo" and "Great For Hard To Find Labels: Kirna Zabete", are highlighted with green boxes. To the right of this section is a poll titled "What would bring you back to TheVogueCity.com?" with options like "The stock and sample sale information (60%)", "Style on a budget expert advice (14%)", "The giveaways (10%)", and "'Only in New York' dating and relationship column (8%)".


TheVogueCity.com Daily Sales E-mail Banner

Benefit:

Additional exposure for brand/or product


Prime real estate location in email

From: **The Vogue City** (daily@thevoguecity.com)
Sent: Wed 7/15/09 4:10 PM
To:




New York
WWW.THEVOGUECITY.COM

APPAREL	LEATHER	JEWELRY	BEAUTY	DOGGIES	HOUSE
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DRINK 1, GIVE 10
Every liter of Volvic you drink will provide 10 liters of clean drinking water to children in Ethiopia.
www.drink1give10.com

HELP US BUILD WELLS.

UNICEF is the United Nations Children's Fund. It is a part of the United Nations Secretariat. It was established in 1946 to provide humanitarian and developmental aid to children around the world.

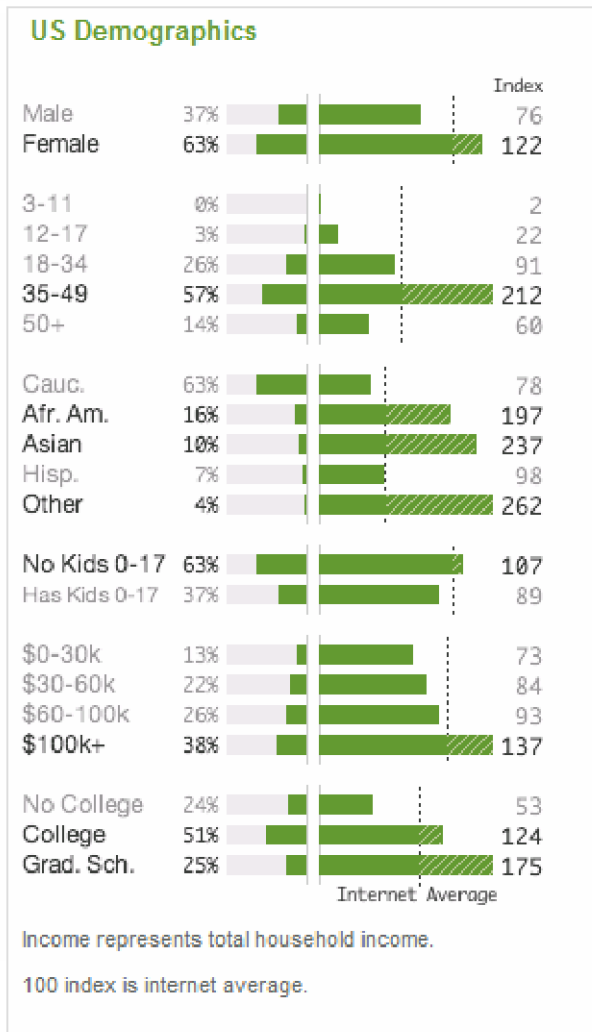
→ **BANNER**

Dior, Gucci, YSL, And More at Showroom Sample Sale

- A.P.C. Sample Sale
- Acne Retail Sale
- Agent Provocateur Sample Sale
- Alessi Retail Sale
- Alexander McQueen Online Sample Sale @ Gilt.com
- Alice & Trixie Online Sample Sale @ Ruelala.com
- *Just Added* - Anva Hindmarch Sale

TheVogueCity.com Audience: Who Reads The Vogue City?

The Vogue City readers are mostly affluent, fashion oriented, style savvy, bargain loving New York City women.



Although The Vogue City has a loyal local following, there is a high international presence in many European countries.

Contact us for more details

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